

Editorial 2

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Visibility of science in social networks: challenges and opportunities [Editorial]

Visibilización de la ciencia en las redes sociales: retos y oportunidades [Editorial]

1. Introduction

Giving visibility to scientific advances has become a priority for many researchers, journalists and users. In the process of transition to a knowledge-based economy, scientific content is emerging as a backbone of the new social system that is growing exponentially, thanks in large part to increased public interest and the momentum created by the multiplicity of channels available.

With the Internet knowledge has gone from papers to conquer digital platforms thanks not only to information professionals, but also to influencers, youtubers, instagrammers or tiktokers who have seen science as a way of gaining more followers and connecting with a citizenry that is increasingly concerned and aware of social progress and the reception of information that contrasts the wave of fake news that floods the networks.

Today's society is undoubtedly facing a new media ecosystem, marked by the effects of the unstoppable advance of the Internet and communication convergence. This fact has led us to a context marked by a pressing interactivity that places us before a constant hyperconnectivity. This panorama brings us to new, emerging and almost unknown information phenomena, also the result of the consequences derived from the infodemic generated by COVID-19. It is therefore necessary to reflect on the machinery of interrelation between social agents and new strategies to regulate the frenetic flow of knowledge generated in Web 3.0 (social networks, blogs, etc.). It is a reality that the network has intermingled accessibility, participation, collaboration and diversity with infocination, disinformation and liquid information, causing an informational crisis in terms of scientific dissemination.

Platforms such as X, TikTok, Instagram or YouTube have become benchmarks for professionals, and for users who, thanks to the convergent context, have been converted into prosumers for some time now. Disseminating and creating content through these networks is the order of the day, and the dissemination of science is occupying more and more spaces in this new scenario, in which citizens also have a voice and a vote. A scenario in which uncertainty is constantly increasing, provoking multiple dialogues and debates that question the role of journalists, the challenges of citizen journalism, a rethink of languages, codes and narratives, as well as the use of these media in the dissemination of scientific culture. All of this leads to disruptions in the communication model, in which the expert voice must play

a crucial role, at a time when horizontal communication schemes prevail, with citizens taking on the role of issuers and managers of these digital contents.

As a consequence of the aforementioned framework, this monograph aims to address scientific literacy, as a guarantor of critical empowerment and the democratisation of consumption and production processes.

2. Analysing Science Communication: New Scenarios and New Content

This monograph, *Visibility of science in social networks: challenges and opportunities*, includes a total of 7 articles, which translate into different research studies that bring us closer to the non-homogeneous panorama of science communication in different countries in the Ibero-American context (Bolivia, Brazil, Chile, Mexico and Peru) and at the same time analyse the strategies followed by the different prescribers on different platforms, with TikTok and Youtube being the ones that capture the interest of the researchers present in this monograph.

This work, the result of the collaboration of different national and international experts, moves from the most general to the most specific content about the new communicative mechanisms on which the current science-society dialogue is based. It begins with the article by Jesús Cascón-Katchadourian, Wileidys Artigas and Wenceslao Arroyo-Machado who, under the title "Use of social networks by high impact journals in Communication and Information Sciences", propose a study on the adoption of social networks (X, Facebook, Instagram, LinkedIn and YouTube) by the highest impact scientific journals (Q1), according to the Scimago Journal Rank (SJR) indicator in the categories of Communication and Library and Information Sciences (LIS), resulting in greater activity in journals in the Communication Area and on the X platform. The following article focuses on the professional work of Chilean journalists. The authors, Juan-Ignacio Martín-Neira, Magdalena Trillo-Domínguez and María-Dolores Olvera-Lobo, present the paper "Science journalism in the current digital ecosystem: challenges and alerts from the perspective of Chilean professionals", in which 42 journalists from Chile explain the importance of using scientific language appropriately and knowing how to use social networks to communicate with audiences and be able to combat the misinformation circulating in the digital environment. They conclude that information professionals must have greater versatility and knowledge of the new channels through which the public is informed and take advantage of the current boom in the consumption of science news by society. The following article, entitled "Strategies of creators of scientific content on social networks: climate change and circular economy as emerging fields", written by María del Carmen Gálvez-de-la-Cuesta, Sergio Álvarez-García, Sergio Gutiérrez-Manjón and Javier Guallar, focuses on the creators of scientific content related to climate change and circular economy and how they use digital strategies in the generation of the message to connect with audiences who are highly sensitive to these issues. In "Science dissemination on YouTube in Spanish-speaking countries: Youtubers vs. institutional channels", the following work, its authors, Bexi Perdomo and José-Carlos Cortazar, compare the strategies of scientific dissemination on YouTube carried out by institutional channels and science Youtubers in Mexico, Peru and Bolivia. Here, the researchers observe differences in terms of behavioural engagement and reach between Youtubers and institutional channels, and identify content presentation strategies that favour emotional and cognitive engagement, but which are mainly used by science Youtubers.

The platform created throughout 2016, TikTok, is the focus of the last three articles in this monograph, which shows the research interest it arouses, from the perspective that it is becoming a useful tool for the acquisition of knowledge. The first of these is a study by Juan-Pablo Micaletto-Belda, Noemí Morejón-Llamas, Pablo Martín-Ramallal and Marcelo Rodríguez entitled "The Role of TikTok as an Educational Platform: Analysis of User Perceptions on Scientific Content", which focuses on observing, describing and evaluating the science content being broadcast on this platform, with content related to the Natural and Exact Sciences predominating in this ecosystem, followed by videos on Social Sciences, Health Sciences, Arts and Humanities, and Engineering and Architecture. The following study entitled "Audiovisual Narratives on Tik Tok: New Challenges for Public Communication of Science and Technology" is signed by Almudena Muñoz-Gallego, Leandro Giri, Juan-Javier Nahabedian and María del Carmen Gertrudis-Casado. These authors start from an interesting analysis of the evolution of popular science content from traditional media such as TV, cinema, graphic press and books to digital platforms. In any case, in order to capture younger audiences, it is inevitable to adapt messages and use the potential of these new channels, and a great example is the case of the social network TikTok, in which the audiovisual character and the accelerated rhythm prevail. The study analyses precisely the narratological resources used on this platform. Finally, the researchers Debora Cristina Lopez, Marcelo Freire and Kelen Barros carry out a study in Brazil entitled "Mapping science communication modalities on TikTok: a descriptive analysis of the hashtag #CiênciaNoTikTok". The authors explore the complexities of digital sociability and the manifestation of science on TikTok in Brazil, using data from 250 videos featured on #ciêncianotiktok to understand the circulation and interaction strategies adopted by science communicators.